

## IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

### Listing of Claims

1. (Currently Amended)                      An information -transmitting method for transmitting program guide information, said method comprising the steps of:

processing commercial information which corresponds to said program guide information and which is automatically displayed for a single program column or a plurality of program columns on a program guide screen in a receiver and is transmitted together with said program guide information;

wherein, when a cursor is moved onto a program column of the program guide screen, said commercial information is automatically transmitted from a remote network server of the commercial information sponsor and displayed successively, ~~without actuating the cursor,~~ in accordance with the remote network server address information comprising said commercial information ; and

selectively picking program content data from a plurality of program content regions and combining the selectively picked program content data from said plurality of program content regions with transmitted screen layout data and previously stored standard screen layout data to create said program guide screen;

wherein said program content data includes at least three types of data, modifiable ~~broadcast~~-data, fixed ~~broadcast~~-data and comparatively large-sized ~~broadcast~~-data; and

wherein said selectively picked program content data are categorized in at least two types of data with different structures and formats.

2. (Original)            The information transmitting method according to claim 1, wherein said commercial information includes at least image data.

3. (Original)            The information transmitting method according to claim 2, wherein said commercial information further includes sound data.

4. (Original)            The information transmitting method according to claim 1, wherein said commercial information further includes address information of a computer which provides the detailed information of said commercial.

5. (Previously Presented)            The information transmitting method according to claim 1, wherein said program guide information is composed of a plurality of hierarchical levels in accordance with the data size, the first hierarchical level having a small amount of data includes identification information for identifying said commercial information and the second hierarchical level having a large amount of data including identification information for identifying said commercial information and the actual commercial information.

6. (Currently Amended)            A receiving apparatus for receiving a ~~broadcasting~~ signal including commercial information and electronic program guide information, said receiving apparatus comprising:

~~separating section for separating said program guide information from the received~~  
~~broadcasting signal;~~

processor for displaying commercial information in a part of a display area and an  
electronic program guide screen including program columns corresponding to a plurality of  
programs based on the ~~separated~~ received electronic program guide information;

wherein, when a cursor is moved onto a program column of said program guide screen,  
said processor performs display processing to automatically and successively display, ~~without~~  
~~actuating the cursor~~, for a single program column or a plurality of program columns a plurality of  
commercial information received from a respective remote network server of the commercial  
information sponsor in said part of the display area on said electronic program guide screen; and

program guide processing ~~means~~ section for selectively picking program content data  
from a plurality of program content regions and combining the selectively picked program  
content data from said plurality of program content regions with transmitted screen layout data  
and previously stored standard screen layout data to create said program guide screen;

wherein said program content data includes at least three types of data, modifiable  
~~broadcast data~~, fixed ~~broadcast data~~ and comparatively large-sized ~~broadcast data~~; and

wherein said selectively picked program content data are categorized in at least two types  
of data with different structures and formats.

7. (Currently Amended)                      The receiving apparatus according to claim 6,  
comprising:

specifying ~~means~~ section for specifying a commercial information displayed on a part of  
said program guide screen; and

communication ~~means~~section for communicating with an external computer through a computer network, wherein said processor picks up the detailed information of said commercial information from the external computer through said communication ~~means~~section to display the picked up detailed information, based on the address information included in said commercial information, when said commercial information is specified by said specifying ~~means~~section.

8. (Previously Presented)                      The receiving apparatus according to claim 6,  
wherein

said processor, when one program column is selected on said electronic program guide screen, performs display processing to display a program details screen showing in detail the program corresponding to the program column selected and to sequentially display plural items of commercial information included in the program in a part of the display area on said program details screen.

9. (Previously Presented)                      The receiving apparatus according to claim 8,  
wherein said processor, when commercial information being displayed in said part of the display area on said program details screen is designated, performs display processing to display a commercial details screen showing in detail said designated commercial information.

10. (Previously Presented)                      The receiving apparatus according to claim 6,  
wherein said processor, when commercial information being displayed in said part of the display

area on said electronic program guide screen is designated, performs display processing to display a commercial details screen showing in detail said commercial information designated.

11. (Previously Presented)            The receiving apparatus according to claim 6, wherein said commercial information is commercial information of sponsors for providing said programs.

12-13. (Canceled)

14. (Previously Presented)            The receiving apparatus according to claim 6, wherein said commercial information includes at least image data.

15. (Previously Presented)            The receiving apparatus according to claim 14, wherein said commercial information further includes audio data.

16. (Currently Amended)            A receiving method, comprising the steps of:  
receiving a ~~broadcasting~~ signal including commercial information and electronic program guide information;

~~separating said electronic program guide information from the broadcasting signal received;~~

displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the ~~separated~~ received electronic program guide information;

moving a cursor onto one program column on said electronic program guide screen being displayed;

automatically and successively displaying, ~~without actuating the cursor,~~ for a single program column or a plurality of program columns a plurality of said commercial information received from a respective remote network server of the commercial information sponsor included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen; and

selectively picking program content data from a plurality of program content regions and combining the selectively picked program content data from said plurality of program content regions with transmitted screen layout data and previously stored standard screen layout data to create said program guide screen;

wherein said program content data includes at least three types of data, modifiable ~~broadcast~~-data, fixed ~~broadcast~~-data and comparatively large-sized ~~broadcast~~-data; and

wherein said selectively picked program content data are categorized in at least two types of data with different structures and formats.

17. (Previously Presented)            The receiving method according to claim 16, wherein when one program column is selected on said electronic program guide screen, a program details screen showing in detail the program corresponding to the program column selected, and plural items of commercial information included in the program are sequentially displayed in a part of the display area on said program details screen.

18. (Previously Presented)            The receiving method according to claim 17,  
wherein when commercial information being displayed in said part of the display area on said  
program details screen is designated, a commercial details screen showing in detail the  
designated commercial information is displayed.

19. (Previously Presented)            The receiving method according to claim 16,  
wherein when commercial information being displayed in said part of the display area on said  
electronic program guide screen is designated, a commercial details screen showing in detail the  
designated commercial information is displayed.

20. (Previously Presented)            The receiving method according to claim 16,  
wherein said commercial information is commercial information of sponsors for providing said  
programs.

21. (Previously Presented)            The receiving method according to claim 16,  
wherein said commercial information includes address information of a computer on a computer  
network for providing detailed information of said commercials.

22. (Currently Amended)            A ~~broadcasting~~transmitting-receiving system,  
comprising:

          a transmitting apparatus for transmitting a ~~broadcasting~~-signal including commercial  
information and electronic program guide information; and

a receiving apparatus for receiving said ~~broadcasting signal separating said electronic program guide information from the broadcasting signal received~~, said receiving apparatus:

displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the ~~separated~~ electronic program guide information;

moving a cursor onto one program column on said electronic program guide screen being displayed;

automatically and successively displaying, ~~without actuating the cursor~~, for a single program column or a plurality of program columns a plurality of said commercial information from a respective remote network server of the commercial information sponsor included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen; and

selectively picking program content data from a plurality of program content regions and combining the selectively picked program content data from said plurality of program content regions with transmitted screen layout data and previously stored standard screen layout data to create said program guide screen;

wherein said program content data includes at least three types of data, modifiable ~~broadcast data~~, fixed ~~broadcast data~~ and comparatively large-sized ~~broadcast data~~; and

wherein said selectively picked program content data are categorized in at least two types of data with different structures and formats.



23. (Currently Amended) The ~~broadcasting~~-system according to claim 22, wherein said commercial information is commercial information of sponsors for providing said programs.

24. (Currently Amended) The ~~broadcasting~~-system according to claim 22, wherein said commercial information includes address information of a computer on a computer network which provides detailed information of said commercials.

25. (Currently Amended) The ~~broadcasting~~-system according to claim 22, wherein said commercial information includes at least image data.

26. (Currently Amended) The ~~broadcasting~~-system according to claim 25, wherein said commercial information further includes audio data.

27. (Previously Presented) The information transmitting method according to claim 1, wherein when a cursor is moved onto one program column on said electronic program guide screen, display processing is performed to automatically display for a single program column or a plurality of program columns in sequence a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.

28. (Previously Presented) The receiving apparatus according to claim 6, wherein when a cursor is moved onto one program column on said electronic program guide

screen, said processor performs display processing to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.

29. (Previously Presented)                      The receiving method according to claim 16, wherein when a cursor is moved onto one program column on said electronic program guide screen, display processing is performed to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.

30. (Currently Amended)                      The ~~broadcasting~~-system according to claim 22, wherein when a cursor is moved onto one program column on said electronic program guide screen, display processing is performed to sequentially display a plurality of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.

31. (Currently Amended)                      An information-transmitting method for transmitting program guide information, the method comprising the steps of:

processing a plurality of commercial information ~~which that~~ corresponds to the program guide information and ~~which that~~ is automatically displayed for a single program column or a plurality of program columns on a program guide screen in a receiver and is transmitted together with the program guide information;

wherein, when a cursor is moved onto a program column of the program guide screen, the commercial information is automatically transmitted from a respective remote network server of the commercial information sponsor and displayed successively, ~~without actuating the cursor,~~ in accordance with the remote network server address information comprising the commercial information.

32. (Currently Amended) A receiving apparatus for receiving a ~~broadcasting~~ signal including a plurality of commercial information and electronic program guide information, the receiving apparatus comprising:

~~separating section for separating the program guide information from the received broadcasting signal;~~

processor for displaying the plurality of commercial information in a part of a display area and an electronic program guide screen including program columns corresponding to a plurality of programs based on the ~~separated-received~~ electronic program guide information;

wherein, when a cursor is moved onto a program column of the program guide screen, the processor performs display processing to automatically and successively display, ~~without actuating the cursor,~~ for a single program column or a plurality of program columns a the plurality of commercial information received from a remote network server of the commercial information sponsor in the part of the display area on the electronic program guide screen.

33. (Currently Amended) A receiving method, comprising the steps of:  
receiving a ~~broadcasting~~ signal including commercial information and electronic program guide information;

~~separating the electronic program guide information from the broadcasting signal~~  
~~received;~~

displaying a plurality of commercial information in a part of a display area and an  
electronic program guide screen having program columns corresponding to a plurality of  
programs on the basis of the ~~separated~~ received electronic program guide information;

moving a cursor onto one program column on the electronic program guide screen being  
displayed; and

automatically and successively displaying, ~~without actuating the cursor,~~ for a single  
program column or a plurality of program columns a plurality of the commercial information  
received from a remote network server of the commercial information sponsor included in the  
one program onto which the cursor has been moved, in the part of the display area on the  
electronic program guide screen.

34. (Currently Amended)                      A ~~broadcasting~~ transmitting-receiving system,  
comprising:

a transmitting apparatus for transmitting a ~~broadcasting~~ signal including a plurality of  
commercial information and electronic program guide information; and

a receiving apparatus for receiving the ~~broadcasting~~ signal ~~separating the electronic~~  
~~program guide information from the broadcasting signal~~ ~~received~~, the receiving apparatus:

~~displaying~~ displays commercial information in a part of a display area and an electronic  
program guide screen having program columns corresponding to a plurality of programs on the  
basis of the ~~separated~~ received electronic program guide information; and

~~moving a cursor onto one program column on the electronic program guide screen being displayed;~~

automatically and successively ~~displaying, without actuating the cursor,~~ displays for a single program column or a plurality of program columns a plurality of the commercial information received from a remote network server of the commercial information sponsor included in the one program onto which ~~the~~ a cursor has been moved, in the part of the display area on the electronic program guide screen.

35. (New)            A method of displaying commercial data on an electronic program guide, comprising:

receiving the electronic program guide information;

displaying on a display the electronic program guide information having program columns corresponding to a plurality of programs; and

in response to moving a cursor onto a program or program column, automatically and successively displaying a plurality of the commercial information in a part of the display of the electronic program guide,

wherein each of the plurality of commercial information is received from a respective network server of the commercial information sponsor.